

UTILITY PATENT APPLICATION TRANSMITTAL (Small Entity)

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Docket No.
LANB 101

Total Pages in this Submission

TO THE ASSISTANT COMMISSIONER FOR PATENTS

Box Patent Application
Washington, D.C. 20231

Transmitted herewith for filing under 35 U.S.C. 111(a) and 37 C.F.R. 1.53(b) is a new utility patent application for invention entitled:

METHOD OF LOCALIZED NETWORK MARKETING

and invented by:

Brook Lang

If a **CONTINUATION APPLICATION**, check appropriate box and supply the requisite information:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: _____

Which is a:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: _____

Which is a:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: _____

Enclosed are:

Application Elements

1. ☒ Filing fee as calculated and transmitted as described below
2. ☒ Specification having 18 pages and including the following:
 - a. ☒ Descriptive Title of the Invention
 - b. ☐ Cross References to Related Applications (if applicable)
 - c. ☐ Statement Regarding Federally-sponsored Research/Development (if applicable)
 - d. ☐ Reference to Microfiche Appendix (if applicable)
 - e. ☒ Background of the Invention
 - f. ☒ Brief Summary of the Invention
 - g. ☒ Brief Description of the Drawings (if drawings filed)
 - h. ☒ Detailed Description
 - i. ☒ Claim(s) as Classified Below
 - j. ☒ Abstract of the Disclosure

UTILITY PATENT APPLICATION TRANSMITTAL
(Small Entity)

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Application Elements (Continued)

3. ☒ Drawing(s) *(when necessary as prescribed by 35 USC 113)*

a. ☐ Formal b. ☒ Informal Number of Sheets 2

4. ☒ Oath or Declaration

a. ☒ Newly executed *(original or copy)* ☐ Unexecuted

b. ☐ Copy from a prior application (37 CFR 1.63(d)) *(for continuation/divisional application only)*

c. ☒ With Power of Attorney ☐ Without Power of Attorney

d. ☐ DELETION OF INVENTOR(S)

Signed statement attached deleting inventor(s) named in the prior application,
see 37 C.F.R. 1.63(d)(2) and 1.33(b).

5. ☐ Incorporation By Reference *(usable if Box 4b is checked)*

The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.

6. ☐ Computer Program in Microfiche

7. ☐ Genetic Sequence Submission *(if applicable, all must be included)*

a. ☐ Paper Copy

b. ☐ Computer Readable Copy

c. ☐ Statement Verifying Identical Paper and Computer Readable Copy

Accompanying Application Parts

8. ☐ Assignment Papers *(cover sheet & documents)*

9. ☐ 37 CFR 3.73(b) Statement *(when there is an assignee)*

10. ☐ English Translation Document *(if applicable)*

11. ☐ Information Disclosure Statement/PTO-1449 ☐ Copies of IDS Citations

12. ☐ Preliminary Amendment

13. ☒ Acknowledgment postcard

14. ☒ Certificate of Mailing

☐ First Class ☒ Express Mail *(Specify Label No.):* EL278637878US

**UTILITY PATENT APPLICATION TRANSMITTAL
(Small Entity)**

(Only for new nonprovisional applications under 37 CFR 1.53(b))

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Total Pages in this Submission

Accompanying Application Parts (Continued)

15. ☐ Certified Copy of Priority Document(s) *(if foreign priority is claimed)*
16. ☒ Small Entity Statement(s) - Specify Number of Statements Submitted: 2
17. ☐ Additional Enclosures *(please identify below)*:

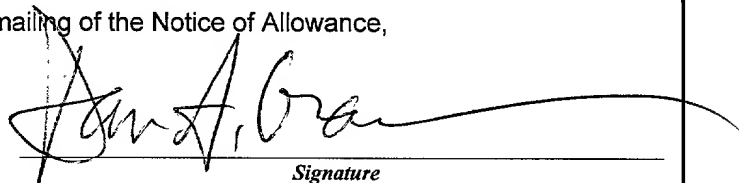
Fee Calculation and Transmittal

CLAIMS AS FILED

For	#Filed	#Allowed	#Extra	Rate	Fee
Total Claims	22	- 20 =	2	x \$9.00	\$18.00
Indep. Claims	3	- 3 =	0	x \$39.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
BASIC FEE					\$380.00
OTHER FEE (specify purpose)					\$0.00
TOTAL FILING FEE					\$398.00

- ☒ A check in the amount of **\$398.00** to cover the filing fee is enclosed.
- ☐ The Commissioner is hereby authorized to charge and credit Deposit Account No. _____ as described below. A duplicate copy of this sheet is enclosed.
- ☐ Charge the amount of _____ as filing fee.
 - ☐ Credit any overpayment.
 - ☐ Charge any additional filing fees required under 37 C.F.R. 1.16 and 1.17.
 - ☐ Charge the issue fee set in 37 C.F.R. 1.18 at the mailing of the Notice of Allowance, pursuant to 37 C.F.R. 1.311(b).

Dated: JUNE 7, 1999


Signature

DEAN A. CRAINE
CRAINE ASSOCIATES, INC.
400 112th Avenue NE, Suite 140
Bellevue WA 98004
(425) 637-3035

cc:

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY
STATUS (37 CFR 1.9(f) AND 1.27 (b)) - INDEPENDENT INVENTOR**

Docket No.
LANB 101

Serial No.
60/105,228

Filing Date
JUNE 4, 1999

Patent No.

Issue Date

Applicant/ **Brook Lang**
Patentee:

Invention: **METHOD OF LOCALIZED NETWORK MARKETING**

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under section 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled above and described in:

- ☒ the specification to be filed herewith.
☐ the application identified above.
☐ the patent identified above.

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

- ☒ No such person, concern or organization exists.
☐ Each such person, concern or organization is listed below.

***NOTE:** Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities (37 CFR 1.27)

FULL NAME

ADDRESS

☐ Individual

☐ Small Business Concern

☐ Nonprofit Organization

FULL NAME

ADDRESS

☐ Individual

☐ Small Business Concern

☐ Nonprofit Organization

FULL NAME

ADDRESS

☐ Individual

☐ Small Business Concern

☐ Nonprofit Organization

FULL NAME

ADDRESS

☐ Individual

☐ Small Business Concern

☐ Nonprofit Organization

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

NAME OF INVENTOR BROOK LANG

SIGNATURE OF INVENTOR Brook W. Lang

DATE: 6/1/09

NAME OF INVENTOR _____

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TITLE: METHOD OF LOCALIZED NETWORK MARKETING

This is a utility patent application based on a provisional patent application
(Serial No. 60/105,228) filed on October 21, 1998.

BACKGROUND OF THE INVENTION

1. Field of the Invention:

The present invention relates generally to the field of marketing and advertising. More particularly, this invention relates to a method of marketing wherein an advertiser desiring to promote its goods or services to a targeted group of consumers who use a computer linked to a wide area network.

2. Description of the Related Art:

Most advertising schemes attempt to improve the cost effectiveness of advertising by first identifying their customers and then targeting their advertisements to them. Today, it is desirable for advertisers to use the same tactics to target users connected to a wide area

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1 network, such as the INTERNET.

2 In order to effectively target advertisements to users of computers connected to a wide
3 area network, the advertisers must use some method to deliver advertisements. After a
4 delivery scheme has been adopted, the advertisers must use some distinguishing criteria, such
5 as age, gender, occupation, hobbies, other interests, purchases, etc. to identify and sort out
6 potential customers.

7 It is well known that information regarding the web sites visited or items purchased by
8 a computer user connected to the wide area network may be used to identify potential
9 customers. One common method used to identify prior visitors of a particular web site is for
10 the network server to generate and transmit a "cookie" to the user's computer when the user
11 visits a web site for the first time. Later when the user returns to the web site, the network
12 server detects the "cookie" and regards the user as a return visitor. With this information, the
13 network server can then transmit new data or advertisements to the user not originally
14 transmitted to the user in the first visit.

15 Ideally, it is desirable to know the network address of the user's computer so that
16 advertisements may be transmitted directly to the computer when connected to the wide area
17 network. If the user has established a permanent account setup at a network service
18 provider, also known as an Internet Service Provider (a.k.a. ISP), a permanent numerical
19 address (called an Internet Protocol Address, a.k.a. IP) is assigned to the user. In some
20 instances, personal information about the user or users of the computer is also given to the
21 ISP. Every time the user uses a computer to connect to the wide area network, the user's
22 computer is identified by the user's IP. If a permanent account has not been set up by a

1 network service provider, the user must use a client software program, such as AMERICA
2 ON-LINE 4.0, which contains account information and a log-on password which are
3 downloaded to a central server each time the user connects to the network. With each "log-
4 on" connection, a temporary numerical address is assigned to the user's computer by the
5 network's server. In either situation, the electronic device's identification information or the
6 numerical address is obtained. The electronic device's identification information and personal
7 information about the user, of course, would be useful to advertisers so that they could deliver
8 their advertisements to the users.

9 More recently, wireless network services have become available which enable users to
10 use their mobile electronic devices to connect to the wide area network while they are
11 travelling. Information regarding the specific location of these electronic device when
12 connected to the wide area network would be desirable so that local advertisers may use this
13 location information to more effectively target their advertisements to their users.

14 15 SUMMARY OF THE INVENTION

16 It is an object of the present invention to provide a method of marketing goods or
17 services to users connected to a wide area network, via a mobile electronic device.

18 It is another object of the present invention to provide such a method of marketing
19 that enables advertisers to more specifically target their advertising to such users or their
20 electronic devices according to the web sites or files previously visited on the wide area
21 network.

22 It is a further object of the invention to provide such a method of advertising that

1 enables advertisers to more effectively target customers by using the past, present, and future
 2 physical locations of their customers when connected to the wide area network.

3 These and other objects of the invention are met by an improved method of marketing
 4 to users of mobile computers or similar electronic devices linked to a wide area network. By
 5 using this method, advertisers are able to more effectively target their advertisements to users
 6 of the electronic devices according to their past web sites or files visited on the wide area
 7 network and their past, present, and anticipated future physical locations when connected to
 8 the wide area network.

9 The improved method includes the first step of identifying the electronic device connected
 10 to a wide area network. This information, known as the computer's ID information, may be the
 11 computer's permanent or temporary numerical address when connected to the wide area network
 12 or some other information closely associated to the computer or electronic device, such as the
 13 telephone number used to connect to the wide area network.

14 Next, the physical location of the electronic device when connected to the wide area
 15 network is obtained using a physical location detection means coupled to the computer or
 16 electronic device. In the embodiments described herein, the physical location detection may
 17 be a cellular telephone network, GPS system, or a ground based communication transmission
 18 system coupled to the computer or electronic device.

19 Next, information regarding the web sites or files visited over the wide area network
 20 by the user of the electronic device is obtained. Such information may be obtained by
 21 searching for "cookies" on the electronic device or by reviewing the network activity records
 22 on the user's network service provider server.

1 All of the above information is then collected by a database generator to create a user
2 file. When a plurality of user files are created, the database generator transmits ads to selected
3 users of electronic devices over the wide area network for a particular advertiser, or delivers
4 all or selected portions of the database to advertisers to transmit advertisements themselves
5 over the wide area network to these users. In each delivery scheme, the advertisements
6 transmitted to targeted users are based on their electronic device's ID identification
7 information, the electronic device's or user's network activities on the wide area network and
8 the past, present or future physical locations of the electronic device or user when connected
9 to the wide area network. In addition, the actual name of the user may be used and added to
10 the user file. Other personal information about the user, such as name, gender, age,
11 occupation, marital status, etc., may also be collected and added to the user file to further
12 target the users.

13 BRIEF DESCRIPTION OF THE DRAWINGS

14
15 Fig. 1 is a flow chart diagram of the marketing method disclosed herein using a mobile
16 electronic device connected to a wide area network via a wireless communication
17 system and a server connected to the wide area network and operated by the data generator
18 showing the creation of user files.

19 Fig. 2 is a flow chart diagram of the marketing method shown in Fig. 1, showing the
20 direct transmission of advertisements from advertisers to targeted users of electronic devices
21 connected to the wide area network.

22 Fig. 3 is a flow chart diagram of the marketing method shown in Fig. 1, showing the

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1 transmission of advertisements by the data generator to targeted users of electronic devices
2 connected to the wide area network.

4 DESCRIPTION OF THE PREFERRED EMBODIMENT(S)

5 Referring to Figs. 1-3, there is shown a method of marketing to a plurality of users 10,
6 10', 10'' which use an electronic device, such as a laptop, 15, 15', 15'', respectively, to
7 connect to a wide area network 8 while travelling. In the embodiment shown herein, each
8 laptop 15, 15', 15'' is connected to a wireless modem 18, 18', 18'' capable of connecting to a
9 wireless network 30, 30', 30'' respectively. Each wireless network 30, 30', 30'' may be
10 connected to a wide area network 8 to which a central server 50 is also connected. The
11 wireless networks 30, 30', 30'' may connect to the wide area network 8 via a land line or
12 wireless communication connection, generally referenced as 35, 35' and 35''.

13 Each laptop 15, 15', 15'' is also coupled to a physical location indicating means 20,
14 20', 20'', respectively. When each laptop 15, 15', 15'' is connected through the wide area
15 network 8 to the central server 50, the physical location indicating means 20, 20', 20''
16 simultaneously transmits data informing the central server 50 of the physical location of the
17 laptop 15, 15', 15'' at that moment. In the preferred embodiment, the physical location
18 indicating means is a Global Positioning Satellite receiver which receives global coordinate
19 information from overhead satellites. Loaded into the laptop 15, 15', 15'' is a software
20 program 36, 36', 36'' which transmits the present or past coordinate information from the
21 receiver to the central server 50 when connected thereto.

22 The Global Positioning System (GPS) is a location system based on a constellation of

1 twenty four satellites orbiting the earth at altitudes of approximately 11,000 miles. The GPS
2 satellites provide accurate positioning information twenty-four hours per day, anywhere in the
3 world. GPS uses a receiver which stores orbit information at all GPS satellites. During use, a
4 land based receiver determines the time and the positions of the overhead satellites and then
5 calculates the amount of time it takes a GPS radio signal to travel from the satellites to the
6 receiver. By measuring the amount of time it takes for a radio signal to travel from the
7 satellites, the exact location of the GPS receiver can be determined. GPS receivers are
8 available from Corvallis Microtechnology, Inc., in Corvallis, Oregon. It should be understood
9 however, that other means for determining the user's physical location may be used, such as
10 the user's telephone number or area code information.

11 The first step in the marketing method disclosed herein is identifying the laptop 15,
12 15', 15'' when connected to the wide area network 8. This is accomplished by determining
13 the electronic device's ID information 52. If the central server 50 is also the user's network
14 service provider to the wide area network 8 and a previously established account has been set
15 up on the central server 50, the numerical or temporary address assigned to the user 10 by the
16 service provider may be used as the electronic device's ID information 52. If the laptop 15,
17 15', 15'' does not have a previously established account on the central server 50, a client
18 software program, denoted 22 in Fig. 1, supplied by the operator of the central server 50,
19 must be loaded into the laptop 15, 15' or 15'' and used to connect it to the central server 50.
20 During use, the user's personal information is entered into the client software program 22 by
21 the user 10 which is automatically transmitted to the central server 50 when the user 10
22 connects to the central server 50 over the wide area network 8. The central server 50 then

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1 temporarily assigns the electronic device ID information 52 to the laptop 15.

2 Next, network activity information 53 regarding the web sites or files visited by the
3 user 10 using the laptop 15 over the wide area network 8 is compiled. Such network activity
4 information 53 may be obtained from the client software program 22 initially used to log on to
5 the central server 50, or from additional forms and questionnaires submitted by the user 10, or
6 by monitoring the network connection activity when the central server 50 acts as the user's
7 network service provider. Information regarding the web sites visited by the user 10 using
8 the laptop 15 may also be obtained by reviewing "cookies" stored on the laptop 15 when
9 connected to the central server 50.

10 When each user 10, 10', 10'' uses their laptop 15, 15', 15'', respectively, to connect to
11 the central server 50, the past and present physical location information 54 of the laptop 15,
12 15', 15'' when connected to the wide area network is automatically downloaded to the central
13 server 50 using the physical location means 20, 20', 20'', discussed above. Future physical
14 location information 54 can also be obtained by reviewing prior network connection
15 information on the central server 50 or from information submitted by the user 10.

16 All of the above information 52, 53, 54 is collected from the central server 50 by a
17 database generator 60. Additional personal user information 56 (i.e. age, gender, education,
18 occupation, hobbies, etc.) regarding the user 10, 10', 10'' may also be obtained from other
19 sources and collected by the database generator 60. All of this information is collected by the
20 database generator 60 to create a user file 65, 65', 65'' for each user 10, 10', 10'',
21 respectively. When a sufficiently large number of user files 65, 65', 65'' have been created,
22 the database generator 60 may contact potential advertisers 70 interested in sending

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1 advertisements 75 to targeted users 10 or laptops 15 based on the information contained in
2 these user files 65, 65', 65'', respectively. As shown in Figs. 2 and 3, the advertisers 70 may
3 hire the database generator 60 to transmit their advertisements 75 to targeted users 10, 10',
4 10'' or laptops 15, 15', 15'' or may purchase selected user files 65, 65', 65'' from the database
5 generator 60 and transmit the advertisements 75 directly themselves to the targeted users 10,
6 10', 10'' or laptops 15, 15', 15'' over the wide area network.

7 The following two examples illustrate how the method is to be used:

8 **Example 1**

9 An automobile dealership in Seattle, Washington, wants to sell more automobiles. It
10 currently has a web site on a wide area network, such as the INTERNET, which offers
11 automobiles for sale to its visitors. Very few automobiles, to date, have been sold through its
12 web site. Studies indicate that more than 95% of its sales are to customers located within
13 twenty-five miles of the business. It knows however, that approximately 5% of its sales are to
14 customers who live outside the twenty-five mile radius but who, nevertheless, make the long
15 trip to the dealership to purchase an automobile. In the Seattle area, 70% of the homes are
16 connected to the INTERNET, 20% of the adults are connected to the INTERNET via a
17 wireless communication network, and over 50% of the adults have cellular telephones.

18 Many mobile computer users connect to the INTERNET via a wireless network.
19 Connected to the INTERNET is a network server which collects the user's ID information
20 from third parties or by individuals who visit the web site. The network server also has means
21 to collect physical location information and the network activity information when they are
22 connected to the INTERNET. A database generator is able to gather this information from

1 the network server and create user files.

2 In order to sell more automobiles, the dealership generates a list of past visitors to its
3 web site. Each time an individual visits the web site, they are required to log on by submitting
4 their name, physical address, and e-mail address. When connection is made to their web site,
5 the auto dealership's network server sends a cookie to the visitor's computer identifying it as
6 a past visitor.

7 The dealership produces advertisements which it wants to transmit to each past visitor
8 of its web site when they are within two miles of the dealership. In order to do so, the
9 dealership contacts the database generator and requests the user files of past visitors. These
10 past visitors are identified by their e-mail address. Using this information, the database
11 generator is able to transmit advertisements for the dealership to past visitors of the
12 dealership's web site when they are within two miles of the dealership and connected to the
13 INTERNET.

14 **Example 2**

15 Tom is married, an avid golfer and likes Italian food. He is also a salesman who
16 travels daily in his automobile servicing his clients located in a one-hundred mile radius from
17 his home. Located in his automobile is a laptop computer with a wireless modem that enables
18 Tom to connect to the INTERNET via a wireless ISP (Internet Service Provider). A GPS
19 receiver is also connected to Tom's laptop computer. The central server for the ISP is able to
20 receive location information from the GPS receiver so that the physical location of the laptop
21 computer may be immediately determined by the central server when Tom is connected to the
22 INTERNET.

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1 When Tom initially enters his automobile and starts his laptop computer, the laptop
2 computer automatically connects to the INTERNET using the wireless ISP. Since Tom has
3 previously set up his account on the ISP, the central server immediately knows Tom's user ID
4 information and begins to receive real time location information via the GPS receiver
5 connected to Tom's laptop computer. As Tom travels during the day, the central server sends
6 advertisements to Tom's laptop computer based on his user ID information, the physical
7 location information and the network activity information, all contained in Tom's user file
8 collected from the central server by the database generator.

9 In compliance with the statute the invention described herein has been described in
10 language more or less specific as to structural features. It should be understood, however,
11 that the invention is not limited to the specific features shown, since the means and
12 construction shown comprised only the preferred embodiments for putting the invention into
13 effect. The invention is therefore claimed in any of its forms or modifications within the
14 legitimate and valid scope of the amended claims, appropriately interpreted in accordance with
15 the doctrine of equivalents.

CLAIMS

I claim:

1. A method of marketing to users of an electronic device connected via a wireless connection to a wide area network, comprising the following steps:
 - a. identifying an electronic device connected to a wide area network;
 - b. determining the physical location of said electronic device when connected to said wide area network;
 - c. creating a user file containing the identity and physical location information of said electronic device;
 - d. selecting advertising material to be sent to said electronic device; and
 - e. transmitting said advertising material to said electronic device over said wide area network using the identity and physical location information in said user file.
2. A method of advertising as recited in Claim 1, wherein step (b) is carried out using physical location information transmitted by said electronic device when connected to said wide area network.
3. A method of marketing, as recited in Claim 2, wherein the step (b) of determining the physical location of said electronic device is accomplished using a global positioning satellite system which provides global coordinate information of said electronic device when connected to said wide area network.

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1 4. A method of marketing, as recited in Claim 1, wherein said step (b) is carried out by a
2 wireless modem connected to said electronic device and a cellular telephone system capable of
3 determining the physical location of said wireless modem used to connect said electronic
4 device to said wireless network.

5
6 5. A method of marketing, as recited in Claim 1, further including a server connected to
7 said wide area network, said server capable of receiving said identity and physical location
8 information to create said user file.

9
10 6. A method of marketing, as recited in Claim 1, further including an additional step
11 between steps (c) and (d) of determining the network connection activities of said electronic
12 device when connected to said wide area network, said network connection activities being
13 added to said user file.

14
15 7. A method of marketing, as reciting in Claim 6, wherein the step of determining the
16 network connection activities of said electronic device is carried out by determining the
17 existence of "cookies" on said electronic device.

18
19 8. A method of marketing, as recited in Claim 1, further including the step of identifying
20 the user of said electronic device.

21
22 9. A method of marketing, as recited in Claim 8, wherein said user file contains user

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1 identification information and is used to transmit advertising to said electronic device.

2
3 10. A method of localized network marketing, comprising the following steps:

- 4 a. identifying an electronic device having means to make a wireless connection to
5 a wide area network;
6 b. identifying a user of said electronic device;
7 c. determining the physical location of said electronic device when connected to
8 said wide area network;
9 d. determining the network connection activities of said electronic device;
10 e. creating a user file containing information of the identity of said electronic
11 device, and the physical location of said electronic device when connected to the
12 network;
13 f. selecting advertising material; and
14 g. transmitting said advertising material over said wide area network using the
15 identity and physical location information in said user file.

16
17 11. A method of marketing, as recited in Claim 10, further including a server connected to
18 said wide area network, said server capable of receiving said identity and physical location
19 information to create said user file.

20
21 12. A method of advertising, as recited in Claim 11, the step (c) of determining the
22 physical location of said electronic device is accomplished using a global positioning satellite

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1 system which provides global coordinate information of said electronic device.

2
3 13. A method of advertising as recited in Claim 12 wherein step (d) is carried out using
4 information transmitted by said electronic device when connected to said network.

5
6 14. A method of marketing, as recited in Claim 11, wherein said step (c) is carried out by a
7 cellular telephone system capable of determining the physical location of a cellular telephone
8 used to connect to said wide area network.

9
10 15. A method of marketing, as recited in Claim 11, wherein said server is also the network
11 service provider that provides said electronic device access to said wide area network.

12
13 16. A method of marketing, as recited in Claim 15, wherein said step (a) of identifying said
14 electronic device is accomplished by determining the numerical address assigned to said
15 electronic device by said server.

16
17 17. A method of marketing, as recited in Claim 11, wherein said step (a) of identifying said
18 electronic device is accomplished using client software to transmit identification information.

19
20 18. A method of marketing, as recited in Claim 15, wherein said server collects said
21 network connection activities information and adds it to said user file.

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1 19. A method of marketing, as recited in Claim 15, wherein said server collects personal
2 data of said user of said electronic device and adds it to said user file.

3
4 20. A method of localized network marketing, comprising the following steps:

- 5 a. identifying an electronic device having means to make a wireless connection to
6 a wide area network;
7 b. identifying the user of said electronic device;
8 c. determining the physical location of said electronic device when connected to
9 said wide area network;
10 d. determining the network connection activities of said electronic device;
11 e. creating a user file containing information of the identity of said electronic
12 device, the identity of said user and the physical location of said electronic device
13 when connected to the network;
14 f. selecting advertising material to be sent to the user; and
15 g. transmitting said advertising material to said user over said wide area network
16 using the electronic device identity, user identity and physical location information in
17 said user file.

18
19 21. A method of marketing, as recited in Claim 20, further including a server connected to
20 said wide area network, said server capable of receiving said identity and physical location
21 information to create said user file.
22

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22. A method of marketing as recited in Claim 20 wherein step (c) is carried out using
information transmitted by said electronic device when connected to said network.

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ABSTRACT OF THE DISCLOSURE

A method of advertising to mobile users of an electronic device linked to a wide area network. The method enables advertisers to more effectively target their advertisements to mobile users using a user file that includes their electronic device ID information, their past, current network connection activity, and the past, current or anticipated physical locations. The method includes the first step of obtaining the device's ID information when connected to the wide area network. Next, information regarding the network connection activity of the electronic device or the user over the wide area network is obtained. Next, the past, current or anticipated physical locations of the electronic device when connected to the wide area network is determined. Other personal data regarding the principle user of the electronic device may also be added to the user file to further target specific users. All of this information is then collected by a database generator to create a user file which may then be distributed to advertisers. Based on the user file information, selective advertisements from the advertisers may be transmitted to targeted users over the wide area network to their electronic devices.

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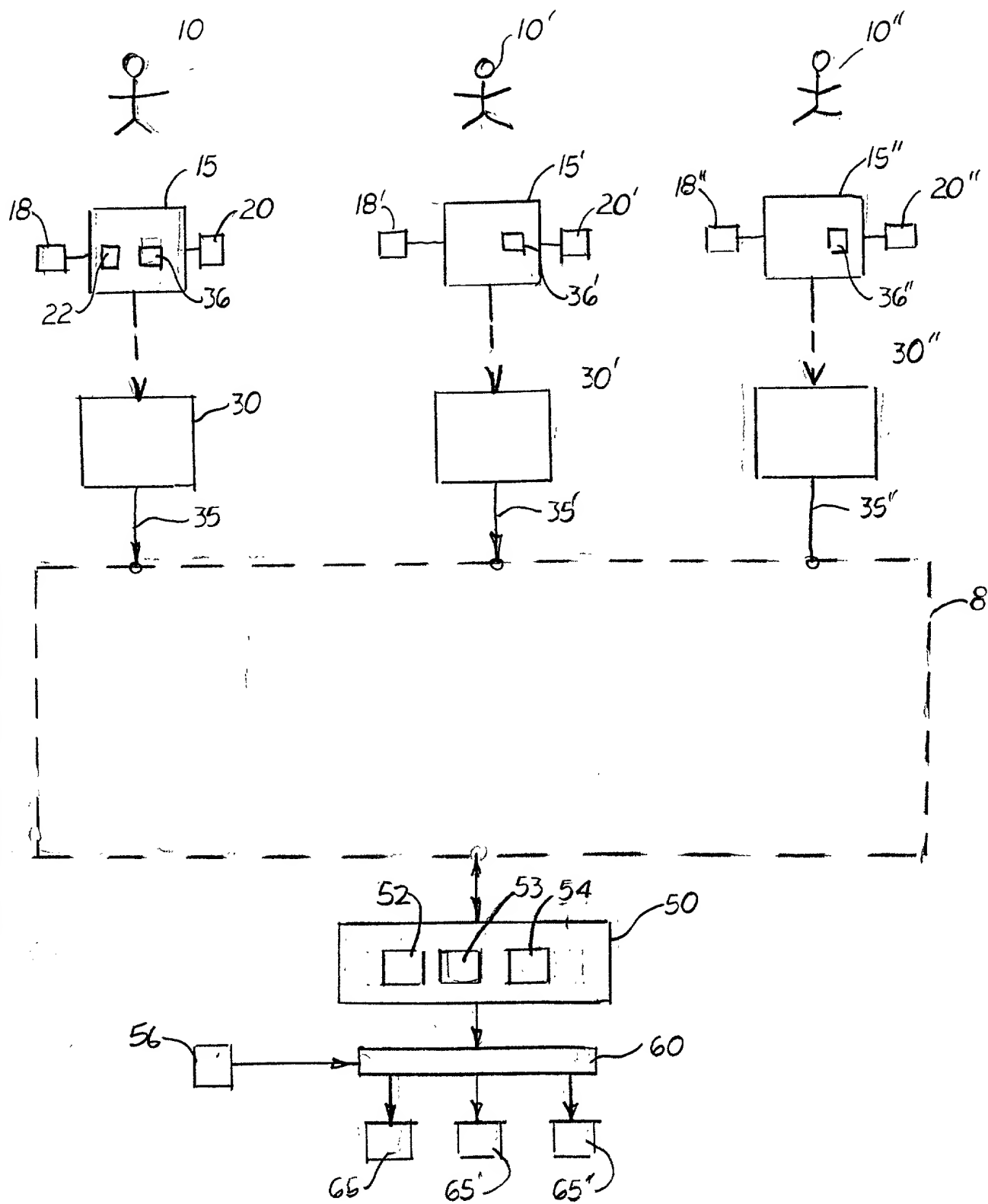


FIG. 1

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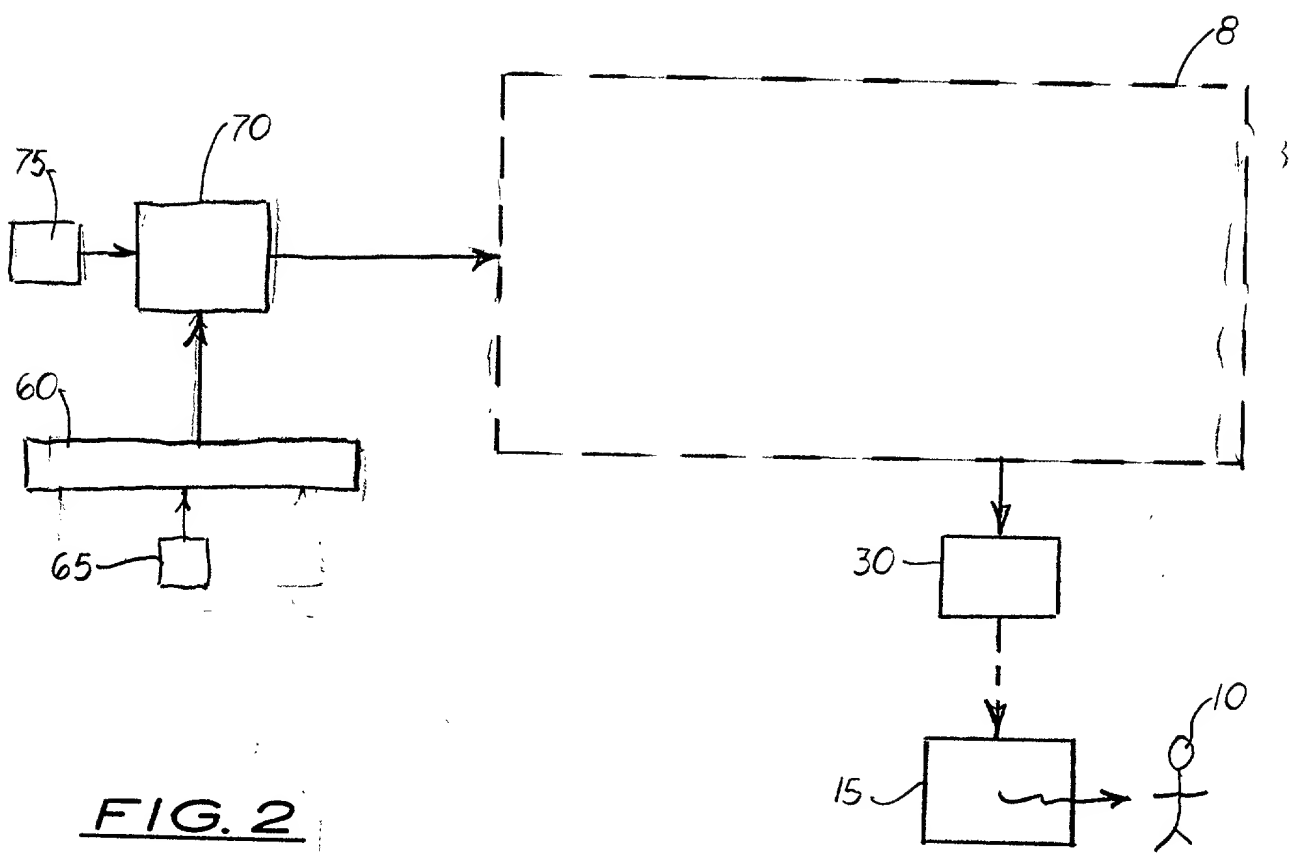


FIG. 2

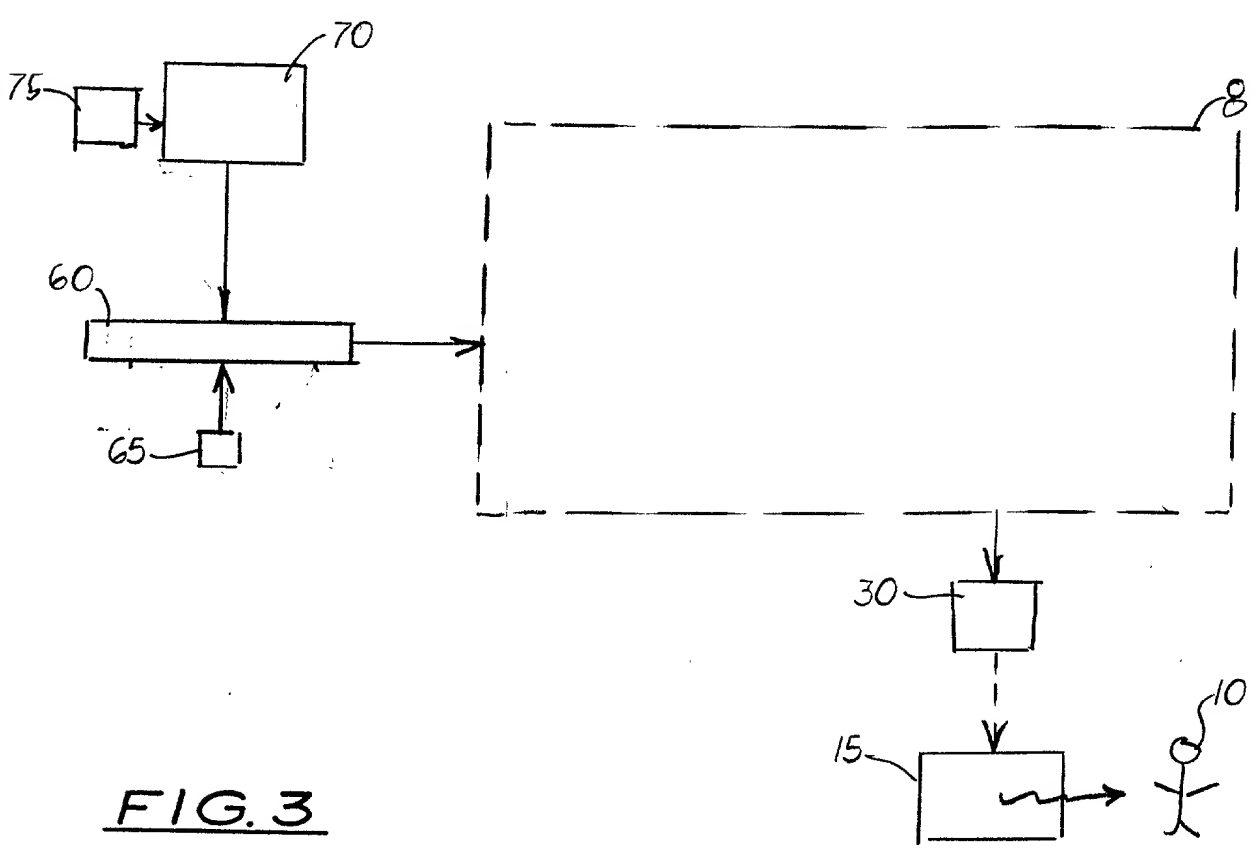


FIG. 3

Docket No.
LANB 101

Declaration and Power of Attorney For Patent Application

English Language Declaration

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

METHOD OF LOCALIZED NETWORK MARKETING

the specification of which

(check one)

☒ is attached hereto.

☐ was filed on _____ as United States Application No. or PCT International Application Number _____ and was amended on _____ (if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or Section 365(b) of any foreign application(s) for patent or inventor's certificate, or Section 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate or PCT International application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)			Priority Not Claimed
_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	<input type="checkbox"/>
_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	<input type="checkbox"/>
_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	<input type="checkbox"/>

I hereby claim the benefit under 35 U.S.C. Section 119(e) of any United States provisional application(s) listed below:

60/105,228

10/21/98

(Application Serial No.)

(Filing Date)

(Application Serial No.)

(Filing Date)

(Application Serial No.)

(Filing Date)

I hereby claim the benefit under 35 U. S. C. Section 120 of any United States application(s), or Section 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. Section 112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, C. F. R., Section 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application:

(Application Serial No.)

(Filing Date)

(Status)
(patented, pending, abandoned)

(Application Serial No.)

(Filing Date)

(Status)
(patented, pending, abandoned)

(Application Serial No.)

(Filing Date)

(Status)
(patented, pending, abandoned)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. *(list name and registration number)*

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